# Smart Tour Booking CRM for Tourism & Travel Sector

## 1. Problem Statement

Travel agencies and tour operators often struggle to efficiently handle customer inquiries, package bookings, cancellations, and feedback. Many still depend on manual tracking, spreadsheets, or basic booking systems, which frequently result in double bookings, missed follow-ups, and weak customer communication. This creates confusion for travelers with itineraries, unexpected cancellations, or delayed updates — ultimately lowering satisfaction and reducing repeat business. A Salesforce-powered Smart Tour Booking CRM can address these issues by centralizing bookings, automating communication, and offering real-time visibility into tour operations.

## 2. Project Overview

This CRM solution enables travel agencies to manage the entire customer journey — from initial inquiry to final feedback.

* Customers: Browse tour packages, make bookings, and receive automated reminders and real-time itinerary updates.
* Agents: Handle inquiries, manage bookings, process cancellations, and coordinate re-bookings seamlessly within a single system.
* Management: Gain insights into sales performance, cancellation trends, and customer satisfaction through interactive dashboards.

## 3. Objectives

* Simplify Bookings – Manage packages, inquiries, and reservations in a single system.
* Automate Communication – Send timely reminders for travel dates, payments, and itinerary updates.
* Manage Cancellations – Streamline refunds and re-booking with ease.
* Improve Customer Experience – Deliver consistent updates and collect post-trip feedback.
* Unlock Business Insights – Leverage dashboards to track sales, cancellations, and satisfaction trends.